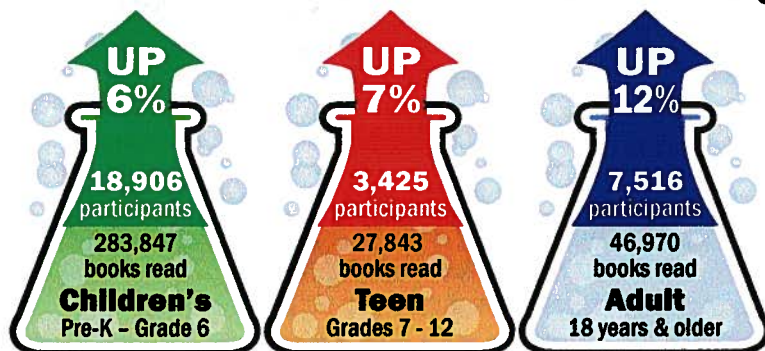




Interactive Science-Fun Formula Yields High “READ-Action”

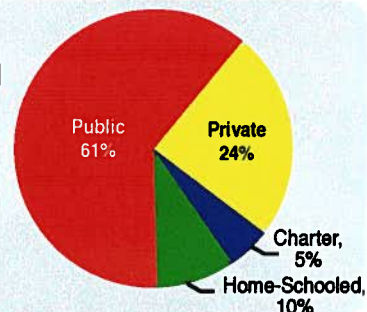


The Hawaii State Public Library System (HSPLS) celebrated **READING** and **LEARNING** about all things exploring **SCIENCE** for the 2014 Summer Reading Programs (SRPs). Our public libraries throughout the state rolled out reading programs with interactive-learning built into its programs, activities, reading reward incentives and free lucky drawing prize awards. Participants responded with “READ-Action” during the extended six-week long programs, which ran from June 1 through July 12.

Participation and reading for the Children's, Teen and Adult SRPs surpassed last year with a total of 29,847 participants reading 358,660 books this year!

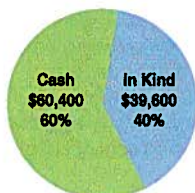
In Step with Hawaii's Public Schools

Survey results showed that a 61% majority of our school-aged participants attend public schools. This reaffirms HSPLS's goal to align SRP program dates and educational initiatives, i.e. Science, Technology, Engineering, Art and Math (STEAM) and Common Core, wherever possible to meet the needs of public school students. HSPLS works to provide relevant programs for all school-aged participants, including those who attend private (24%) and charter schools (5%) and those that are home-schooled (10%).



Increasing Community Support is Vital for Success

The Friends of the Library of Hawaii (FLH) and other dedicated corporate sponsors continue to fund 100% of the SRPs. They generously contributed monetary and in-kind donations valued at more than \$100,000 to allow patrons to benefit from the programs, free of charge. With the programs and expenses growing and without additional state funding, sponsor support and increased community partnerships are vital for continued success.



**SRPs Funded
100% by
Donations**

Fostering Quality Family Time

Eighty percent of program survey respondents, who were a parent/caregiver of a child or teen participating in the reading programs, cited the benefits of literacy, school readiness, growth and achievement, and quality family learning and interaction time. They appreciate the increasing value of participating in SRPs as a family to dedicate weekly activity and bonding time, without the distractions of electronic gadgets.



Reducing Summer “Brain Drain”

The extended six-week long program got children and teens reading 46,164 more books (17% more than last year), which kept minds engaged throughout the summer. HSPLS will offer more engagement with seven-week long programs in 2015!



Children's Hands-On Science that ENGAGED MINDS

The seed to becoming more interactive with participants and getting them further engaged in the reading program was literally planted in last year's reading program. Children dug into reading and learning by growing their own bean plants. This hands-on experience spurred further excitement to read and learn more. Our libraries expanded the interactive focus throughout all components of this year's SRPs to the increased delight of participants and community partners alike.

Nuts-and-Bolts of SCIENCE



HouseMart Ace Hardware and HouseMart Ben Franklin Crafts (HMAHBFC) brought Hardware Science programs to 35 libraries and more than 2,300 attendees on Oahu, Hawaii Island, Maui and Kauai. Wizards-in-Training enlisted attendees to participate in science projects by blasting air cannons, competing with inertia cups and viewing a live rocket launch to see STEAM in action. They also rewarded knowledgeable attendees with a Wizard's Science book prize for correctly answering questions about the science theories that were presented.

Keiki and their parents got to "Touch A Truck" at the Children's SRP Kick-off event at the Mililani Public Library. Maui Off Road, Hawaii Logistics Services, Rustic Buckets and Servco Chevrolet Waipahu, brought BIG trucks so keiki could experience them up close and ask a Mililani High School auto technology teacher "how-do-they-work" questions.

Spotlighted Performers and Scientists



Our libraries hosted a total 105 programs that were enjoyed by 7,700 attendees. Popular performers, such as Bento Rakugo, Jeff Peterson and Ronald McDonald were featured. In addition, scientists shared their knowledge of insects, volcanoes, Lego robotics and other science facts. A majority of the performances were arranged through the Statewide Cultural Extension Program at the University of Hawaii's Outreach College and supplemented with funding from the Hawaii State Foundation on Culture and the Arts and the National Endowment for the Arts.

Rewarded with More Science



Reading incentives included mini-science activity kits to learn about the metamorphisms of butterflies and frogs, our solar system, water density, and rocket launch factors of height, distance and force.



Free lucky drawing prizes provided science fun and helped to purchase "back-to-school" essentials. HMAHBFC provided "Wizard's Books of Science Training" books and marshmallow blower kits. Fisher Hawaii provided highly discounted backpacks that were combined with gift cards for purchasing school supplies.

Teen Action and Reaction

A popular teen fascination, kendama, was built into the program and community partners helped us to reach out to and encourage teens to sign up for SRP.



The kendama craze was infused into a teen competition at the Wahiawa Public Library's parking lot, a demonstration performance at the Teen SRP-Oahu Finale event conducted at Kahala Mall, and free lucky drawing prizes. Our partnership with Razor Concepts, a retail store in Pearlridge that caters to the interests of teens, was key in successfully coordinating and promoting the kendama activities to teens.



Moanalua High School promoted the Teen SRP in their student newsletter and highlighted the chance to win a free lucky drawing for a high tech prize (provided by Teen SRP sponsor Hawaii Pizza Hut and FLH) by registering in the Teen SRP. The trial promotion successfully doubled the number of sign-ups at nearby Salt Lake-Moanalua Public Library.

Adult Program Soared to New Heights

Participation in the Adult SRP increased by 12% over last year – nearly doubled from 5 years ago. Besides the benefits of participating for their family, adult survey respondents also cited receiving personal benefits with 77% being attributed to lifelong learning, enjoyment of reading and other library collections and services (i.e. eBook collection, email notification, Wi-Fi, etc.), and intergenerational/family involvement. Of course, the free lucky drawings for e-Reader and tablet prize awards were a value-added incentive to enroll in SRP.

The FLH funded the HSPLS tote bag incentives and e-Reader regional prizes. The Annie Sinclair Knudsen Memorial Fund through the Hawaii Community Foundation, sponsored the tablet prize awards and performances of Honolulu Theatre for Youth's "Peter Rabbit and the Garden" for Kauai public libraries.



Collaborative Promotions Reached More

Enthusiastic community partners provided new avenues to publicize the SRPs online, on-the-air, and in targeted media to reach specific audiences of interest.



HONOLULU Family (HF) launched an Instagram contest encouraging families to participate in the SRPs. People across the state Instagrammed photos of their keiki with their favorite books and library cards for a weekly drawing to win a prize package of books donated by Kamehameha Publishing and Jamba Juice gift certificates. HF promoted the contest in posters at libraries, online at honolulufamily.com, in the "Free Reads" column in the summer issue of HF magazine, and regular eNewsletter, Instagram and Facebook mentions for the duration of the SRPs.



HMAHBFC provided cross-promotional opportunities, including televised segments on the "Joy of Crafting" cable TV and KITV's Morning shows, and in a feature write-up in Erika Engle's "The Buzz" weekly column in the Honolulu Star-Advertiser.



In addition to the previously mentioned Moanalua High School newsletter promotion, an SRP ad was included in a direct mailing promoting FLH's 67th Annual Book Sale sent to book-lovers just in time for SRP registration.

Corporate and Community Partners Jumped Into Action

Longtime and new corporate and community partners demonstrated their commitment and excitement by getting personally involved in our SRPs to enhance the program experience of the participants.



McDonald's Restaurants of Hawaii's regional staff members warmed up the audience before Ronald McDonald's "It's Book Time" program appearance by getting the children cheering and dancing with their interactive story time readings.



Starbucks Coffee Company staff members provided complimentary iced coffee and tea and cheerful smiles to more than 700 attendees who enjoyed the SRP Kick-off event at Mililani Public Library.



First Insurance Company of Hawaii employees returned to the Hawaii State Library's Edna Allyn Room for Children to join with HSPLS librarians to present story time readings to attentive toddlers from The Early Education Center.



15 Craigside Retirement Community, Starbucks Coffee Company, Waipahu, Iolani and Aiea High School Key Clubs, Mililani Hongwanji Buddhist Women's Association and Girl Scout Troup 443 volunteered 554 hours to assemble, count and bundle 70,000 reading reward incentives for all SRPs. In addition, 422 teens volunteered a total of 8,142 hours at the libraries to support the SRPs.

2015 is All About HEROES!



Escape the ordinary next year when we celebrate HEROES! We'll learn about all kinds of heroes that you may have heard about in real-life or in fantasy worlds as well as those everyday ordinary heroes among us who do extraordinary things. Our 50 public libraries statewide can help you discover and gain knowledge to become the kind of hero you would like to be.

Interested in Supporting the Public Libraries?

Please contact the Library Development Services Section of the Hawaii State Public Library System at lds@librarieshawaii.org, call 808-831-6878 on Oahu, or mail to the address listed below. We welcome any organization or individual interested in partnering with our public libraries to provide programs and activities for local patrons statewide with 100% of funding coming from public and private donations.



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